

# Gallery & Frame Shop LLC

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For Immediate Release

## **LEWIS HONORED FOR SERVICE TO ART AND PICUTRE FRAMING INDUSTRY**

Dick Lewis, CPF, founder of Gallery & Frame Shop was recently named recipient of the Professional Picture Framers Association (PPFA) National Service Award, presented at the PPFA Annual Conference held in Anaheim, CA, February 21.

In 1975, Lewis started a woodworking business in his basement making barn board wood frames. He added art work to his product line in 1978. By 1980, needing more space, Lewis bought a building at the corner of First & Main Streets in Fond du Lac and opened Gallery & Frame Shop. He joined PPFA in 1978. Immediately, he started calling other framers and almost single-handedly started the Wisconsin Chapter of PPFA in 1982, serving as President thru 1985 and holding a variety of other positions over the years including Vice President, Treasurer and newsletter editor. His peers considered him a pioneer who helped many others in the business over the years. With his leadership the Wisconsin Chapter grew to more than 140 members.

In the mid-1980's, Lewis moved his efforts to the national level becoming a member of the PPFA Finance Committee, the Education Committee and the Certification Committee. He campaigned long and hard for education and development of Certified Picture Framer (CPF) status to establish professional recognition and credibility to those in the industry who developed both their business and artistic skills. Lewis earned his CPF in 1986, the first year testing was offered. He became a member of the PPFA Board of Directors, served on the Executive Committee, elected Vice President for Retailers in 1989 and was elected National President of PPFA in 1990. As stated at the award luncheon by PPFA President Gene Ausili, CPF, "to all that know him, Dick is considered a cheerleader known for his interpersonal skills while he built the Wisconsin Chapter and led the charge for education and certification at the national level."

While Lewis is now retired from the business, his daughter Julie Balson, along with her husband Brian, continue his legacy at Gallery & Frame Shop. He was accompanied to the awards presentation by Julie, who also attended classes and seminars ranging from art preservation physics to sales and business techniques.

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